



Category: Community Relations Campaign

Company: Tank

Entry title: Pass it on

Brief and objectives:

Pass My Parcel launched in 2014 and is part of Smiths News - the UK's leading newspaper and magazine wholesaler. Working with over 3,500 retailers nationwide, it offers fast, secure and convenient deliveries to both domestic and commercial customers.

As part of Pass My Parcel's CSR activities, it runs an annual community focused campaign entitled 'Pass It On'. Employees at Pass My Parcel and its sister brands, Smiths News and coffee company Jack's Beans, donate winter clothes to distribute to 2,500 homeless people across various UK cities from Thursday 15th December to Thursday 22nd December.

Tank was tasked with designing and implementing a PR strategy, in just two weeks, that would meet the following goals:

- Highlight Pass My Parcel's CSR activity in the community
- Achieve xx pieces of coverage, including xx national and xx broadcast
- Increase social media engagement by xx% compared to the previous month
- Reach at least xx people.

Research, planning and strategy:

With a limited timeframe of one week in which to research and gain exposure, we had to act quickly to engage the media over the busy and congested Christmas period.

Showcasing Pass My Parcel's CSR efforts was the key objective, highlighting to the public the great work its employees do to help those less fortunate.

We devised the following plan:

- Draft and issue a general press release to national and trade media detailing the 'Pass It On' campaign
- Draft and issue regionalised press releases detailing how this campaign affects the community in specific areas. This would also detail when the clothes will be donated
- Arrange a photo shoot in order to get a strong picture to issue alongside the press releases - we knew this was key
- Issue press calls in each region a day before the clothing was donated
- Social media support – we needed to tap into existing contacts through Pass My Parcel to see which celebrities may make some social noise about the campaign.

Rationale behind campaign, including research and planning:

We knew that a story of this nature had the potential to be lost during the season of goodwill, as this is understandably seen as an ideal time for businesses to shout about their charitable initiatives.

With this in mind, we had to think creatively to stand out from the crowd. Using past agency experience, we knew that the photograph, which accompanied the press release, was key in terms of demanding column inches.

We also knew that social media support alongside this campaign would provide the extra collateral needed. We thought that celebrity endorsement would be important in order to engage members of the public and highlight the great work of the Pass My Parcel team.

Engaging the media was also important. We had to offer bespoke opportunities that would be relevant to Pass My Parcel's specific audiences. This was something we planned to achieve via press calls, regionalised press releases and exclusive interviews with members of staff.

Implementation of tactics:

Given the importance of imagery, a member of the Tank team attended the photo shoot with a strict brief. It was imperative we achieved a striking shot, which would grab attention and stand out in the press. For the press shot, Pass My Parcel's managing director was captured from above 'drowning' in a sea of donated clothes.

The press release was sold in to the national press and gained exceptional coverage in the Daily Mirror and the Daily Express. We also pitched in and secured a guest blog with the Huffington Post. This highlighted the on-going issue of homelessness across the UK and how the 'Pass It On' campaign was helping to tackle the issue. This provided further collateral, maximised by publishing on Pass My Parcel's social media channels.

We also tailored the press release to include stats - the number of donations and people helped - relevant to each region. This achieved our goal of generating a news hook for local media and coincided with the drafting and issuing of a press call the day prior to each donation. The broadcast media were extremely receptive to this with BBC East Midlands Today, BBC South Today, London Live and Jack FM all covering the event and interviewing Pass My Parcel's representatives.

Tank has considerable experience running similar campaigns so understood how crucial social media support is for spreading the message. With a high volume of Pass My Parcel's customers being millennials, we decided celebrity endorsement would prove beneficial.

Working alongside Pass My Parcel's marketing team, a number of celebrity endorsements were secured. BBC 1xtra DJ Trevor Nelson publicised the campaign on a number of his radio shows over the Christmas Period, and Fatman Scoop also provided additional support through his social media channels.

Linford Christie and Sir Mo Farah were also keen to support the cause, with Tank ghostwriting tweets with their approval, to a combined follower count of circa 1.7 million people.

Measurement and evaluation:

Tank not only achieved, but also beat every target that was set pre-campaign:

- Tank achieved xx pieces of coverage, including xx national and xx broadcast
- This campaign reached xx people over a four-week period
- Social media engagement increased by xx% during December – beating the pre campaign target of xx%.